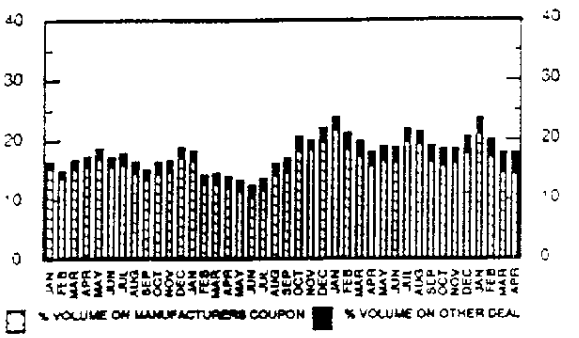
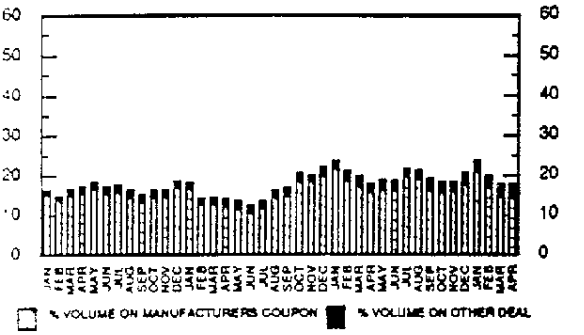
RATE OF PROMOTED VOLUME
NIELSEN HOUSEHOLD PANEL

TOTAL INDUSTRY FULL MARGIN
DEAL ACTIVITY
TOTAL OUTLETS



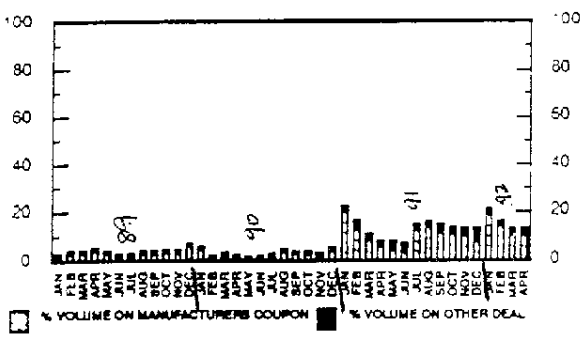
SOURCE: NIELSEN HOUSEHOLD PANEL TOTFP.CHT

TOTAL INDUSTRY PRICE VALUE
DEAL ACTIVITY
TOTAL OUTLETS



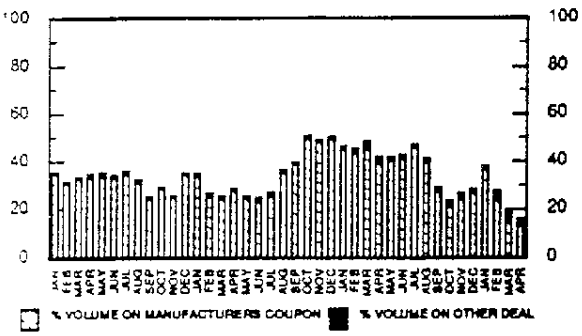
SOURCE: NIELSEN HOUSEHOLD PANEL TOTPV.CHT

MARLBORO
DEAL ACTIVITY
TOTAL OUTLETS



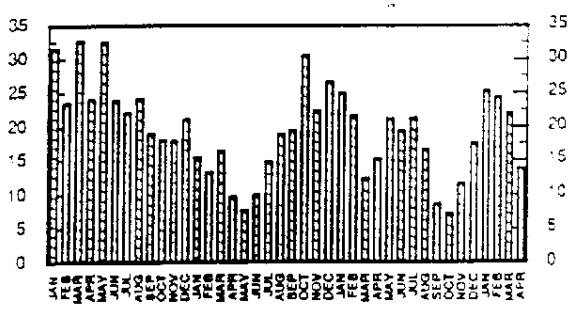
SOURCE: NIELSEN HOUSEHOLD PANEL TOTMRL.CHT

WINSTON
DEAL ACTIVITY
TOTAL OUTLETS



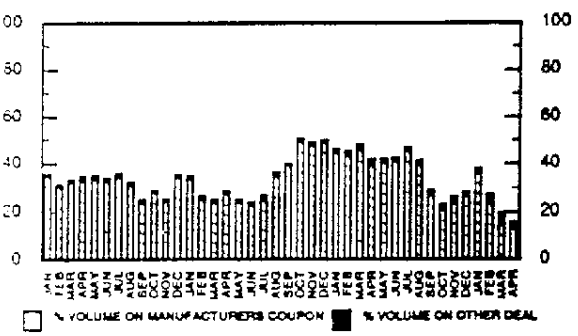
SOURCE: NIELSEN HOUSEHOLD PANEL TOTWNST.CHT

CAMEL
% VOLUME SOLD ON DEAL
TOTAL OUTLETS



SOURCE: NIELSEN HOUSEHOLD PANEL TOTCMLFFLT.CHT

VANTAGE
DEAL ACTIVITY
TOTAL OUTLETS



SOURCE: NIELSEN HOUSEHOLD PANEL TOTVNTG.CHT

2045380308

Source: https://www.industrydocuments.ucsf.edu/docs/hrgj0004